

Message Text

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PAGE 01 WELLIN 01216 100258Z
ACTION COME-00

INFO OCT-01 EA-12 ISO-00 CIAE-00 EB-08 INR-10 LAB-04
NSAE-00 PA-02 SIL-01 USIA-15 /053 W
-----046801 110846Z /21

R 100242Z MAR 78
FM AMEMBASSY WELLINGTON
TO SECSTATE WASHDC 5121
INFO AMEMBASSY CANBERRA
AMCONSUL AUCKLAND POUCH

UNCLAS WELLINGTON 01216

E.O.11652:N/A
TAGS: BEXP, NZ
SUBJECT: COMMERCIAL PROGRAMS, FOREIGN BUYER PROGRAM
(FBP): SELECTION OF U.S. TRADE SHOWS FOR FY 79

REF: STATE 048966

1. THIS IS A JOINT MESSAGE FROM THE EMBASSY AND
AMCONSUL AUCKLAND.

2. WE WERE PLEASED TO LEARN FROM DEPUTY ASSISTANT
SECRETARY MORAN AT THE RECENT ECONOMIC OFFICERS'
CONFERENCE IN SINGAPORE THAT COMMERCE CONTINUES TO
ATTACH CONSIDERABLE IMPORTANCE TO THE FOREIGN BUYER
PROGRAM. WE HAVE GIVEN ADDITIONAL EMPHASIS TO THIS
PROGRAM IN NEW ZEALAND IN RECENT MONTHS, AND INTEND TO
CONTINUE DOING SO IN FY 79.

3. WE BELIEVE THAT THREE OF THE FBP SHOWS FOR FY 79
OFFER GOOD POTENTIAL FOR THE ORGANIZATION OF GROUP
VISITS FROM NEW ZEALAND. THESE ARE THE NATIONAL
PLASTICS EXPO, THE AMERICAN MEAT INSTITUTE CONVENTION,
AND THE NATIONAL COMPUTER CONFERENCE. FOR EACH OF THESE
EVENTS, WELLINGTON WOULD LIKE TO RECEIVE 100 COPIES AND
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AUCKLAND 50 COPIES OF ALL PROMOTIONAL LITERATURE AS IT
BECOMES AVAILABLE. ASSUMING SUFFICIENT INTEREST CAN BE
GENERATED IN NEW ZEALAND, WE ANTICIPATE ASKING USDOC IN
DUE COURSE TO ARRANGE APPROPRIATE INDUSTRIAL
VISITS FOR GROUPS VISITING THESE THREE EVENTS.

4. WE WOULD LIKE TO DO MAILINGS TO SELECTED ADDRESSES
FOR THE INTERNATIONAL PUBLIC WORKS CONGRESS, THE

INSTRUMENTATION/AUTOMATION CONFERENCE, GRAPH-EXPO, THE NATIONAL PACKAGING WEEK EXPO, THE IEEE/PES CONFERENCE AND EXPO, FISH EXPO, NATIONAL HOUSEWARES, AND NATIONAL SPORTING GOODS. 25 COPIES OF MATERIALS TO EACH POST WILL SUFFICE FOR THIS PURPOSE.

5. FOR EACH OF THE SHOWS IDENTIFIED IN PARA 3 ABOVE, WOULD APPRECIATE RECEIVING TEN COPIES OF PREVIOUS SHOW CATALOGS. WOULD ALSO APPRECIATE TEN COPIES OF CATALOG FROM PREVIOUS INSTRUMENTATION/AUTOMATION CONFERENCE AND EXPO. SELDEN

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